

# ***South Carolina Beef Board***

**James Sease, Chairman of the SC Beef Board**

## **FOR IMMEDIATE RELEASE**

### **Football is Firing Up Fans and the Tailgating Season**

contributed by the South Carolina Beef Board

COLUMBIA, SC, August 19, 2008 – One of the earliest stories about tailgating stems from the 1869 Rutgers-Princeton game, when picnics were served from a carriage at the “tail end” of a horse. As pickups and other vehicles replaced horses around the football field, the term “tailgating” stuck.

It’s now a fall phenomenon, with some 70 million Americans expected to host or attend at least one of these ultimate parking lot parties this fall. Tailgate chefs set a bountiful table; some 42 percent spend more than \$500 a year on tailgating foods. Nearly all – 95 percent – actually cook at the game, often starting at least three to four hours before kick-off.

Beef was cited as the favorite food for stadium dining by 62 percent of avid tailgaters in a recent survey by Grill Freedom Inc. and [www.tailgating.com](http://www.tailgating.com). Steak reigns as king, chosen by 34.4 percent of tailgaters, while burgers ranked second, preferred by 27.7 percent of parking lot grill masters, according to the survey.

“You can’t beat the aroma of beef sizzling on the grill, combined with great fall weather and exuberant football fans,” said James Sease, beef producer from Ehrhardt and Chairman of the SC Beef Board. “It’s just a feast for all the senses all the way around.”

Are you tailgating this year? Perfect your game plan with these tips from the SC Beef Board.

- Serve seasoned or marinated beef to score big with hungry guests – and tickle the envy of your fellow tailgate chefs. Use plastic, reusable bags to spice up your meat the night before the game or even on the way to the stadium.
- Heat and eat beef products make it easy to tackle and serve a savory beef dish, like a rich pot roast or beef tips in gravy. Mouthwatering, no fuss meals can be ready in minutes by boiling cooking bags in a turkey fryer filled with water.
- Fill an insulated container with boiling water, let stand for a few minutes then empty and put in hot food. Keep container closed so food stays at 140 degrees or above for several hours.
- Put cold, perishable foods, like raw beef patties, in an insulated cooler packed with ice or frozen containers. Wrap raw meat securely so juices don’t drip and cross-contaminate other foods.
- Make sure your tailgating gear includes an instant read meat thermometer and disposable cloths, wet wipes or paper towels to clean hands, surfaces and utensils.

For more information on beef, contact Roy Copelan at the SC Beef Board, telephone 803-734-9806 or email at [scbeef@scda.sc.gov](mailto:scbeef@scda.sc.gov).

Note to Editors: The South Carolina Beef Board is one of 45 state councils that collect the \$1 beef checkoff, a market development fund to promote beef and support beef research and consumer education efforts at state and national levels.

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